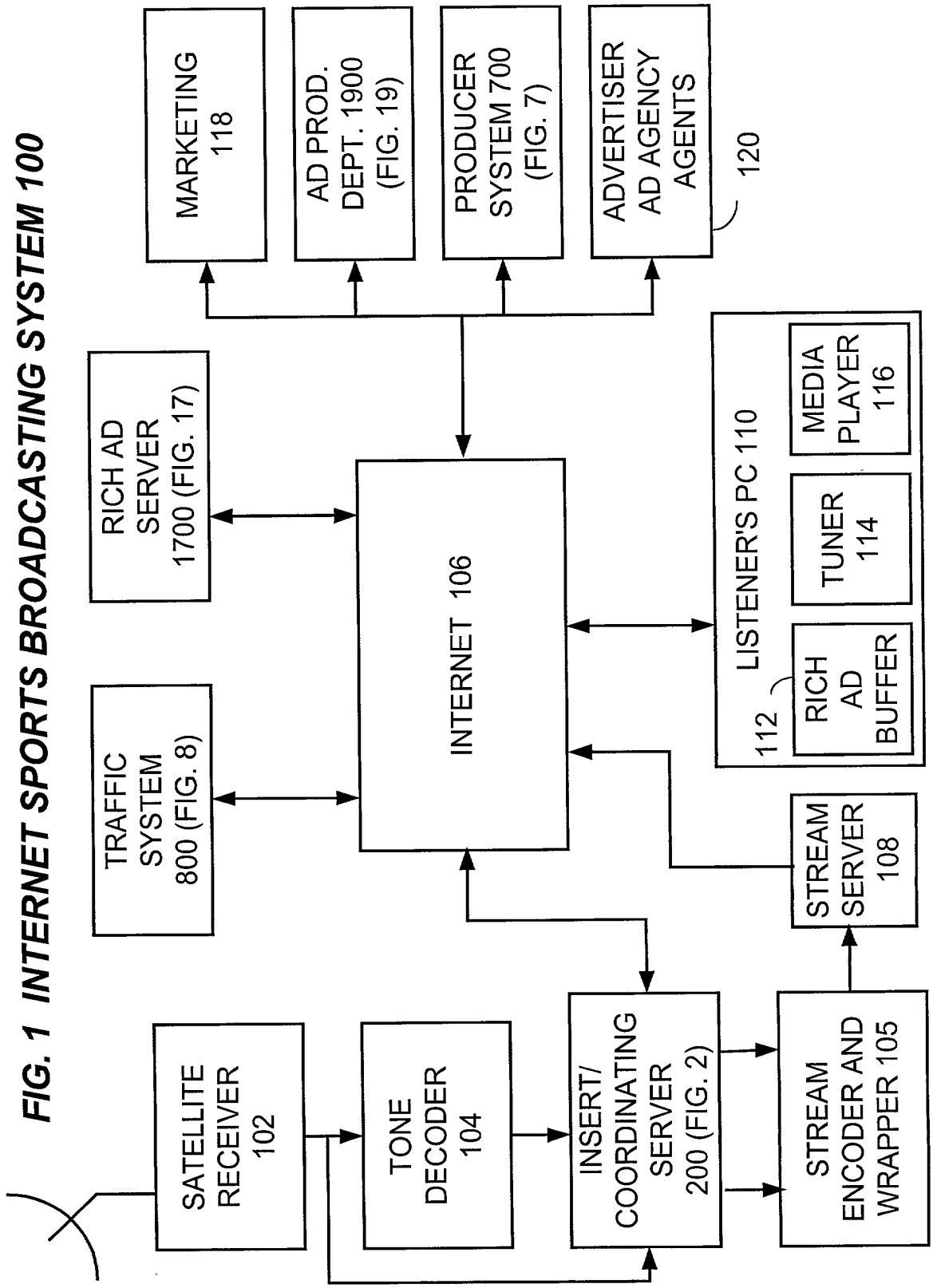
10450360 .072600

FIG. 1 INTERNET SPORTS BROADCASTING SYSTEM 100



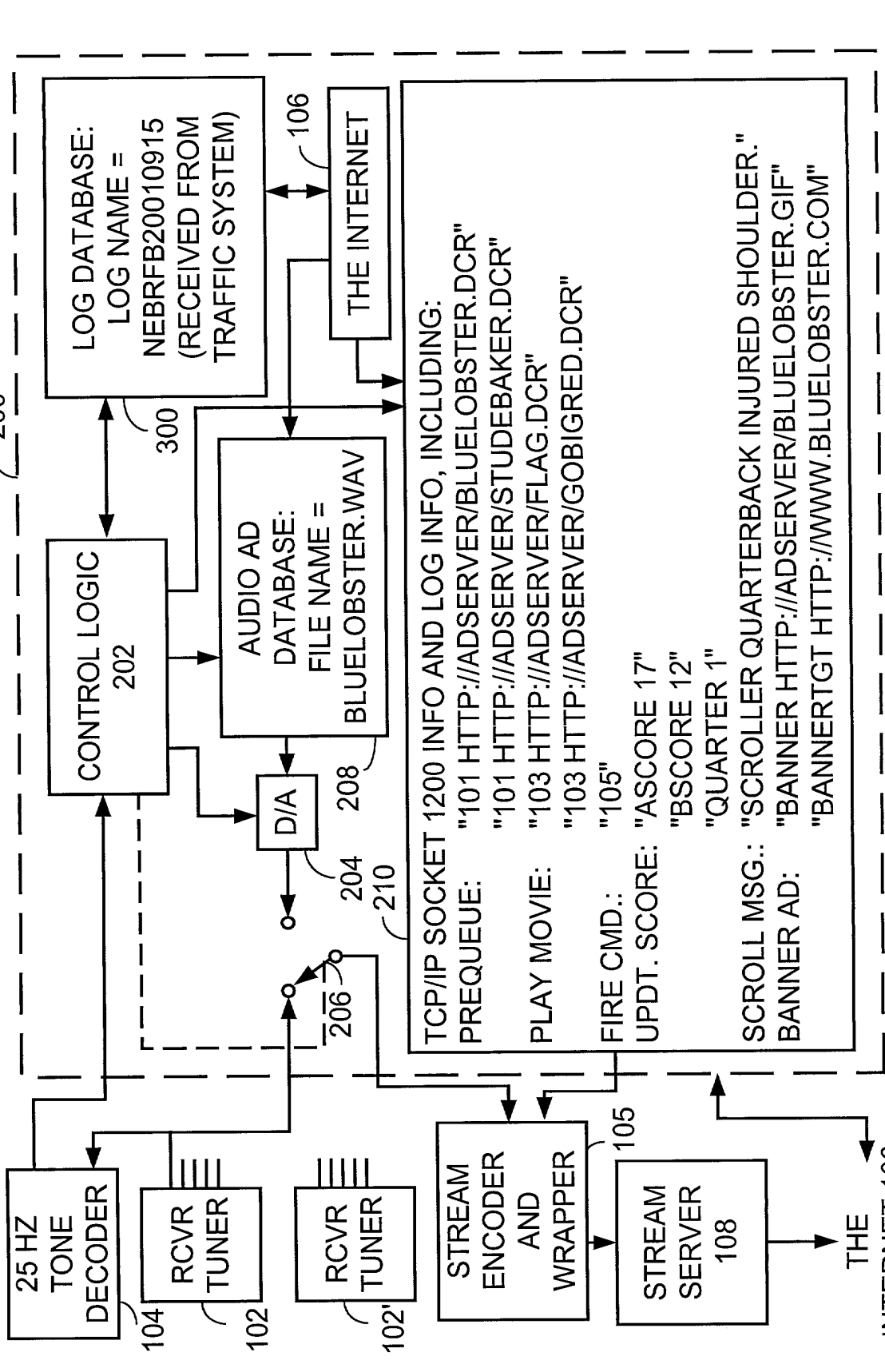


FIG. 2 INSERT/COORDINATING SERVER
200
LOG DATABASE:
LOG NAME =
NEBRFB20010915
(RECEIVED FROM
TRAFFIC SYSTEM)
300
106
THE INTERNET
CONTROL LOGIC
202
AUDIO AD
DATABASE:
FILE NAME =
BLUELOBSTER.WAV
208
D/A
204
210
206
TCP/IP SOCKET 1200 INFO AND LOG INFO, INCLUDING:
PREQUEUE: "101 HTTP://ADSERVER/BLUELOBSTER.DCR"
"101 HTTP://ADSERVER/STUDEBAKER.DCR"
PLAY MOVIE: "103 HTTP://ADSERVER/FLAG.DCR"
"103 HTTP://ADSERVER/GOBIGRED.DCR"
FIRE CMD.: "105"
UPDT. SCORE: "ASCORE 17"
"BSCORE 12"
"QUARTER 1"
SCROLL MSG.: "SCROLLER QUARTERBACK INJURED SHOULDER."
BANNER AD: "BANNER HTTP://ADSERVER/BLUELOBSTER.GIF"
"BANNERTGT HTTP://WWW.BLUELOBSTER.COM"
25 HZ
TONE
DECODER
104
RCVR
TUNER
102
RCVR
TUNER
102'
STREAM
ENCODER
AND
WRAPPER
105
STREAM
SERVER
108
THE
INTERNET 106

FIG. 3 INSERT/COORDINATING SERVER DATABASES 300

SQL SERVER --

LOG FILES (ONE LOG PER BROADCAST PER DAY)

LOG NAME = NEBRFB20010915
TYPICAL LOG ENTRY:
* * * *
SEQUENCE NUMBER = 87
AUDIO FILE = BLUELOBSTER.WAV
BANNER URL = HTTP://ADSERVER.COM/BLUELOBSTER.GIF
BANNER TGT. = HTTP://WWW.BLUELOBSTER.COM
RICH AD URL = HTTP://ADSERVER.COM/
BLUELOBSTER.DEF
TRAFFIC REF. = [ORDER NUMBER]
UNIX PLAY TIME = [FILLED IN AT BROADCAST TIME]
PLAY ERROR = [FILLED IN AT BROADCAST TIME]
* * * *

AUDIO ADVERTISEMENT FILES

* * * *
BLUELOBSTER.WAV
STUDEBAKER.WAV
* * * *

EXHIBIT 1026

FIG. 4 INSERT/COORDINATING SERVER ACTIONS

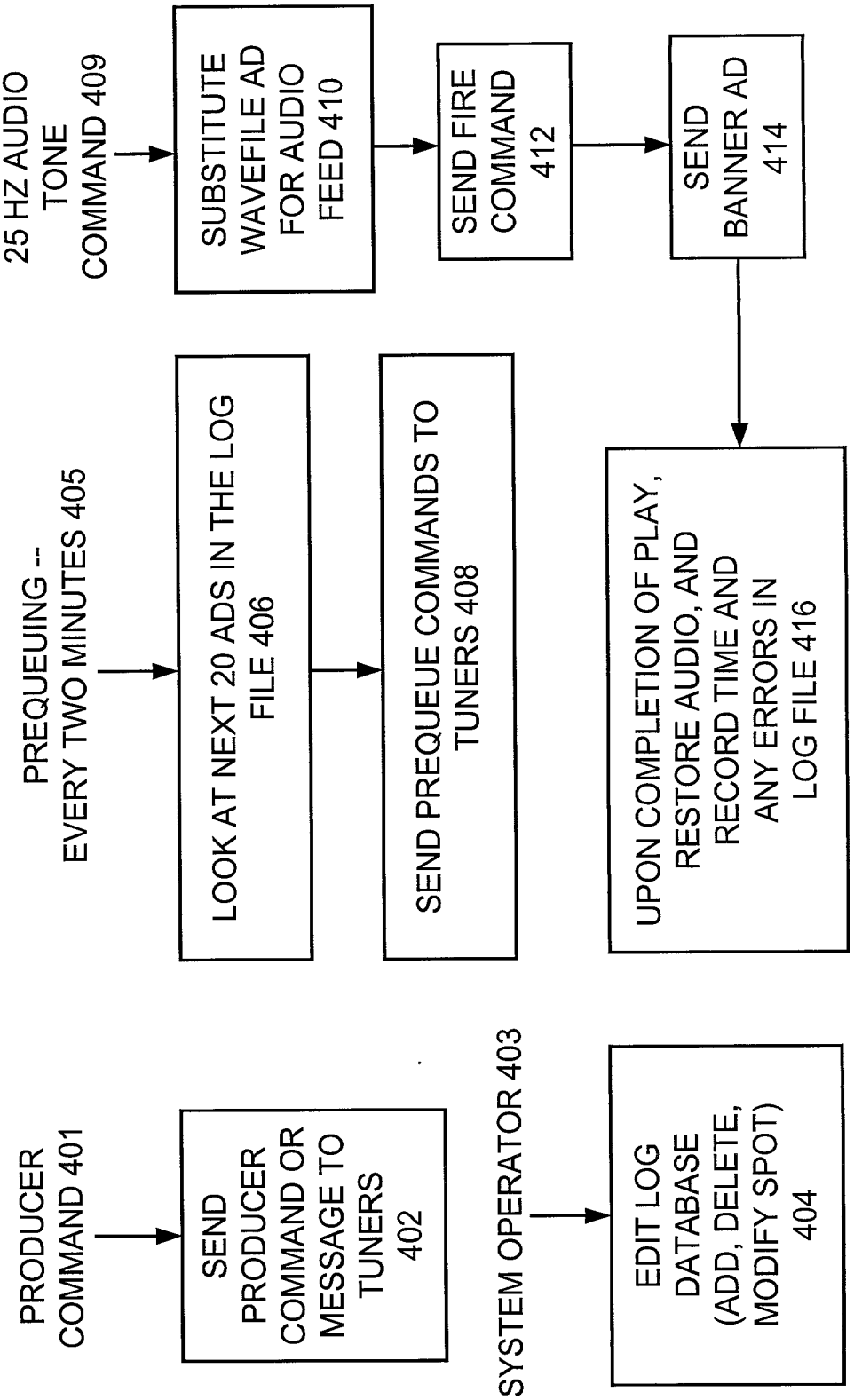


FIG. 5 STREAM ENCODER AND WRAPPER 500

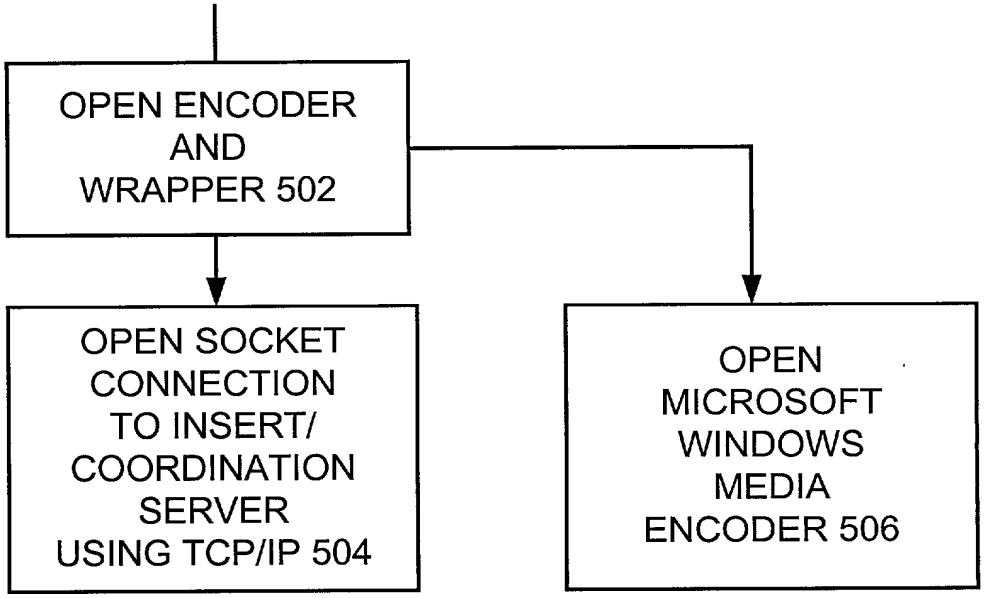


FIG. 6 PROCESSING INCOMING END-OF-LINE EVENT 600

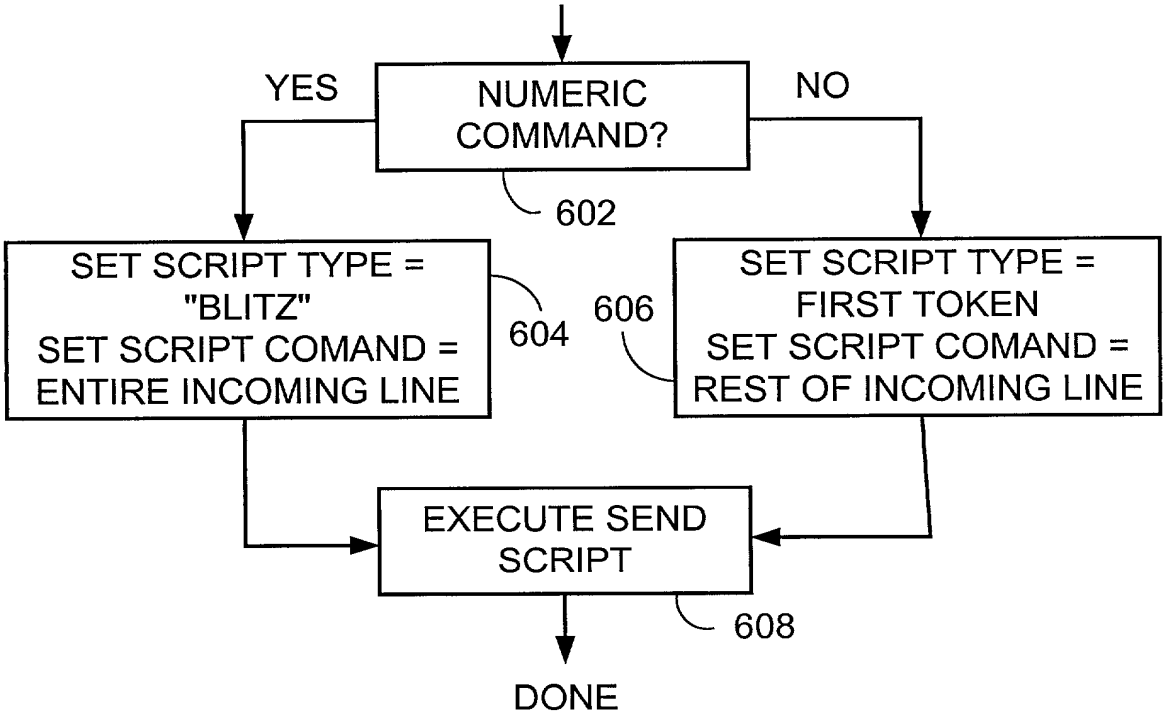
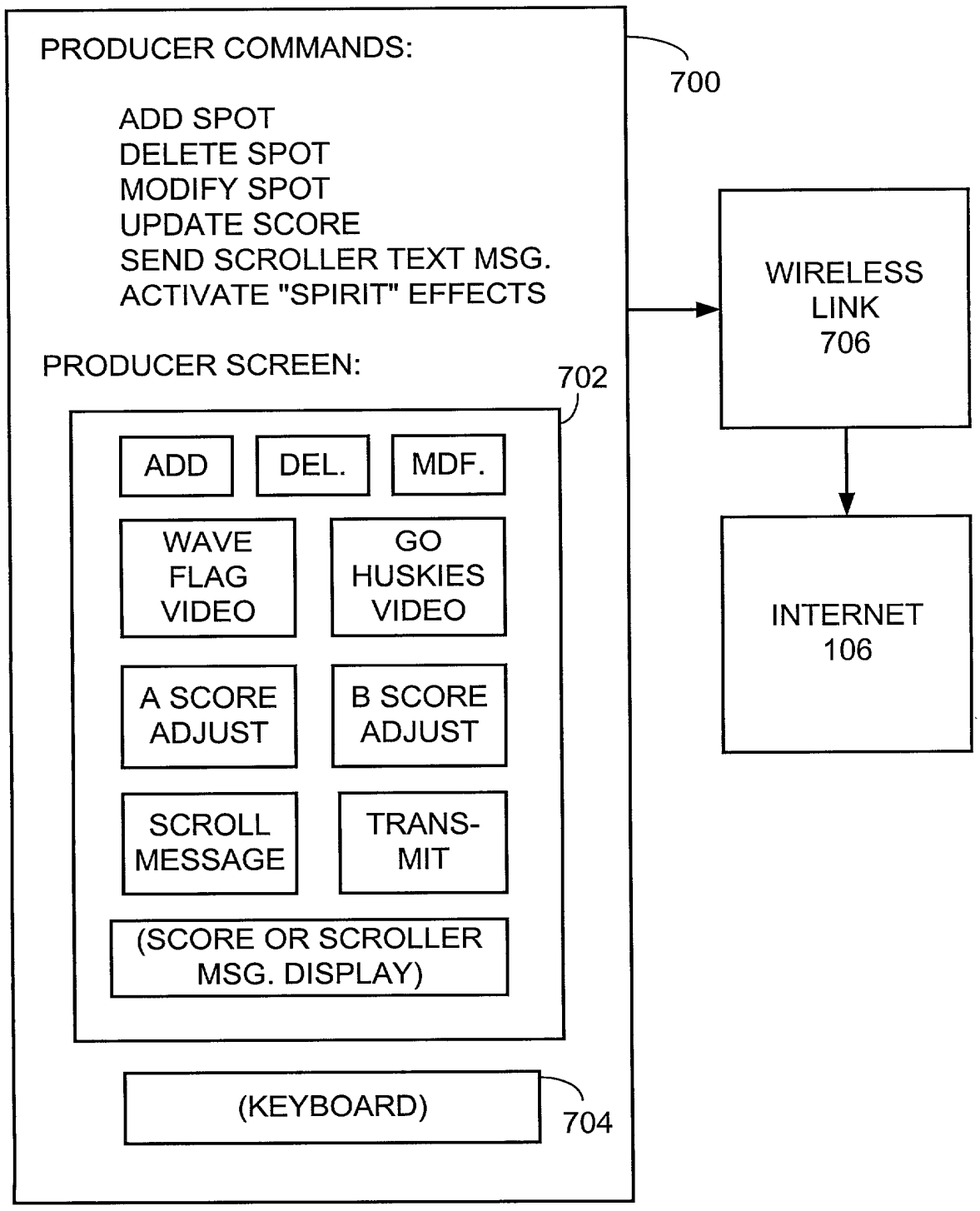


FIG 7 PRODUCER SYSTEM



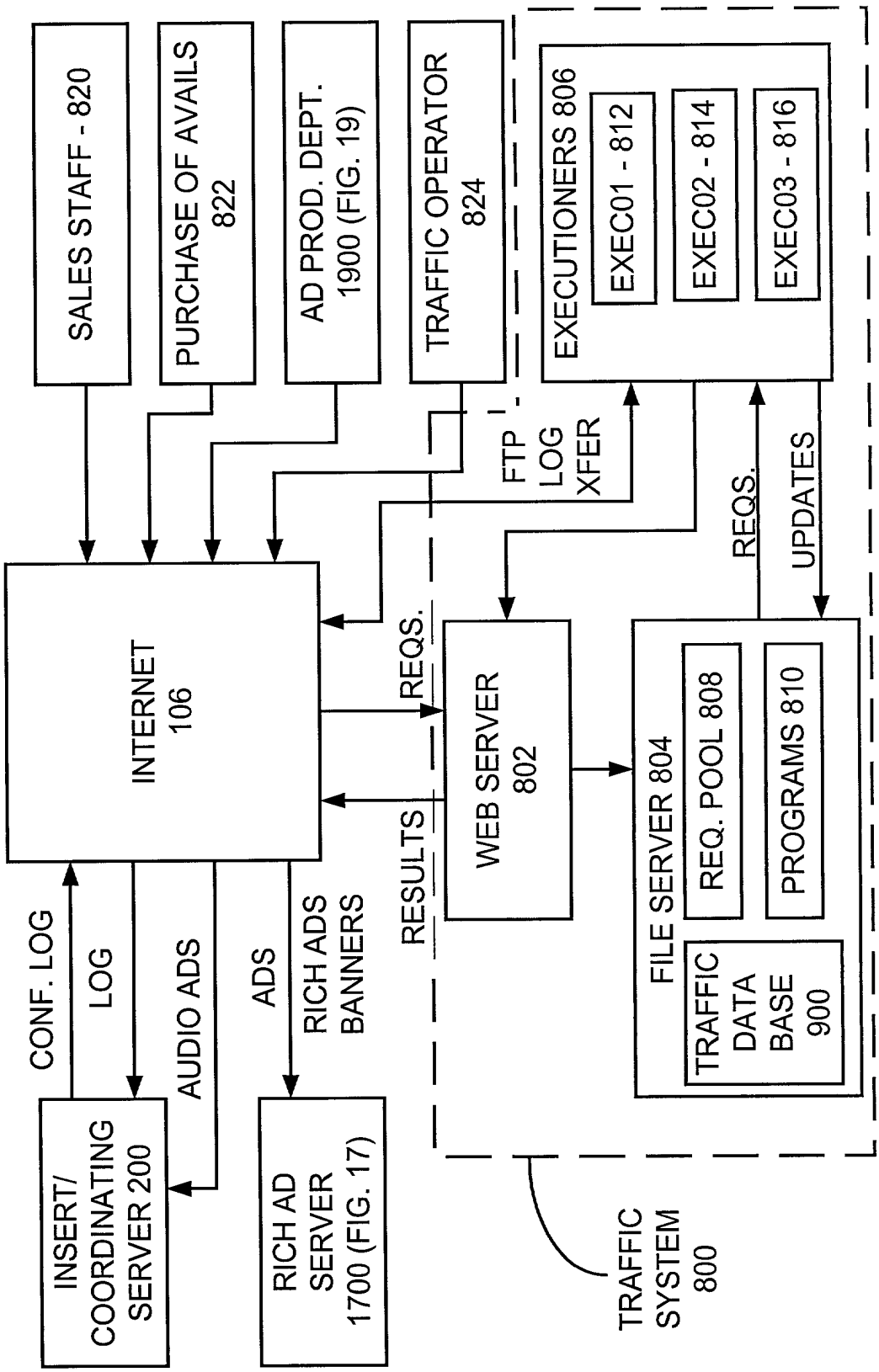


FIG. 8 TRAFFIC SYSTEM

FIG. 9 TRAFFIC SYSTEM DATABASE 900

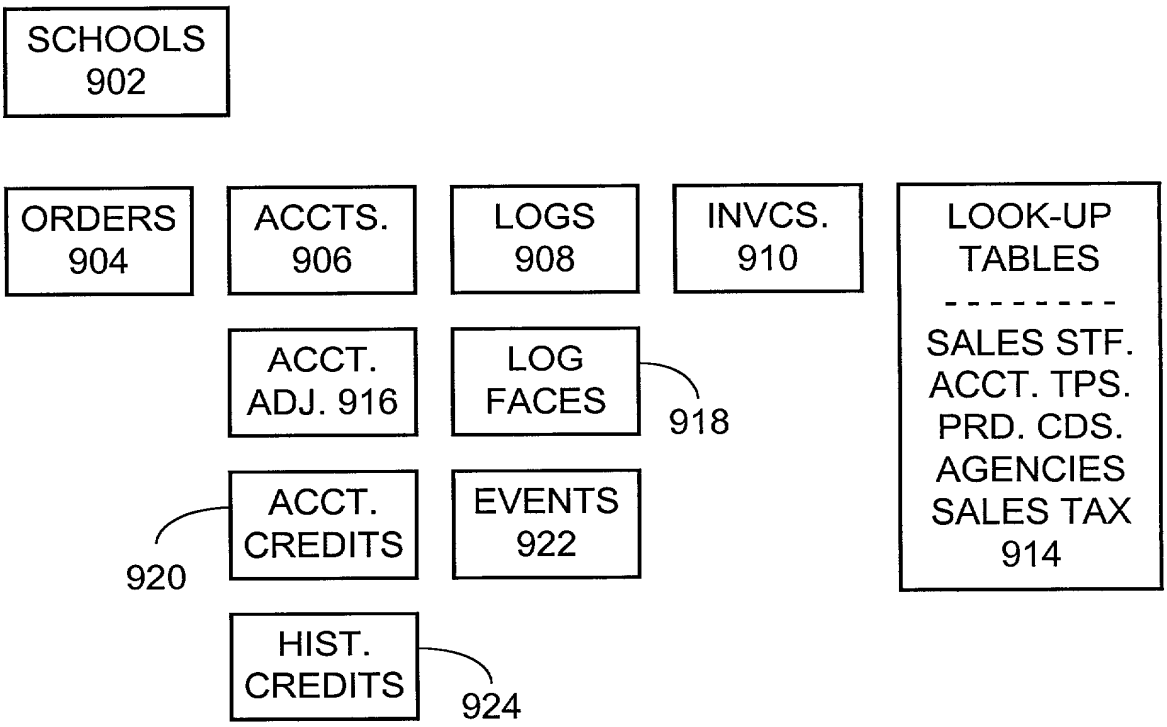


FIG. 10 TRAFFIC SYSTEM SETUP PROCEDURE

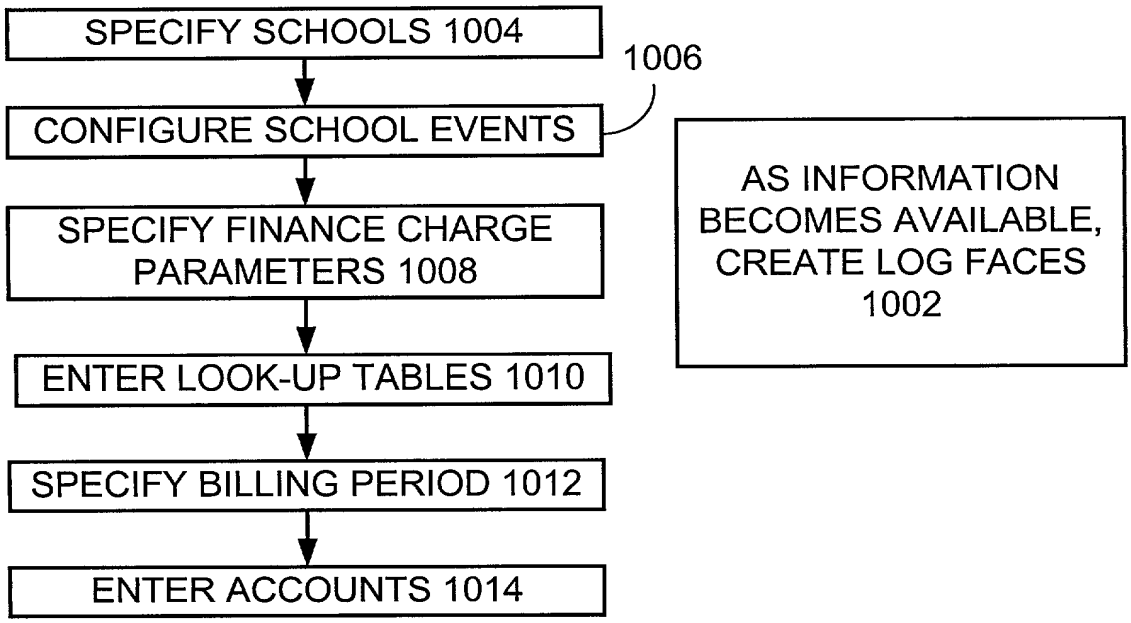


FIG. 11 VIEWING AVAILS

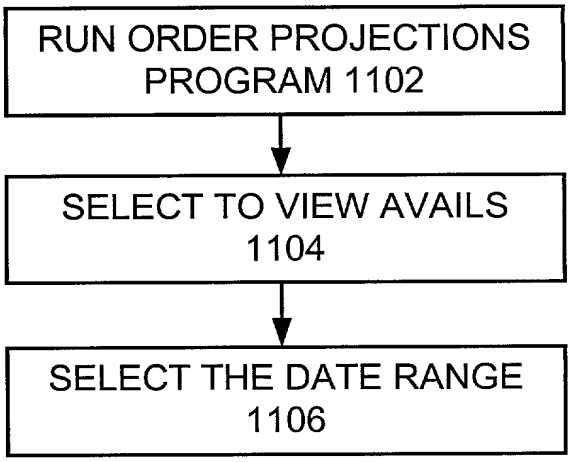


FIG. 12 ENTERING ORDERS

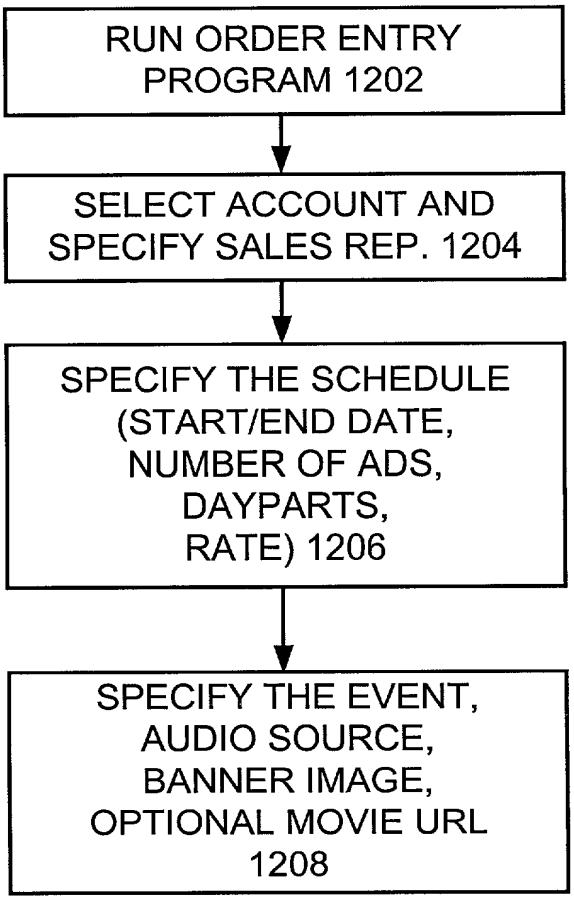


FIG. 13 GENERATING LOGS

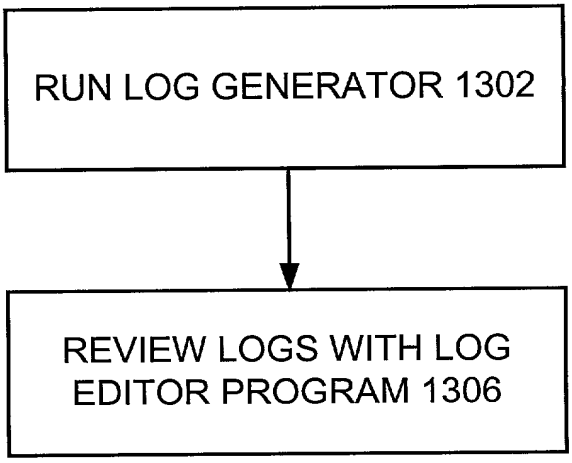


FIG. 14 VIEW CONFIRMED LOGS

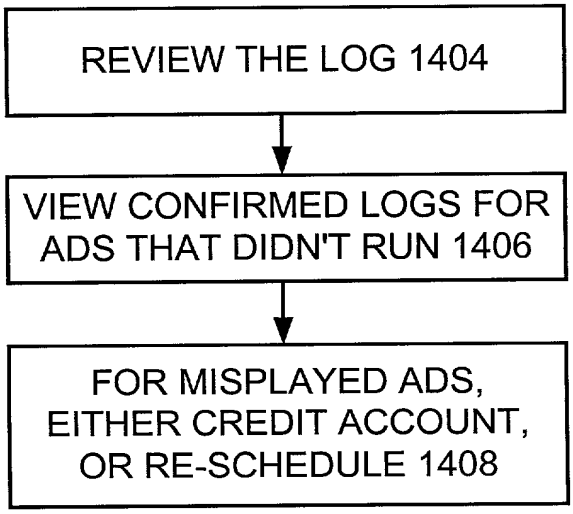


FIG. 15 GENERATING INVOICES

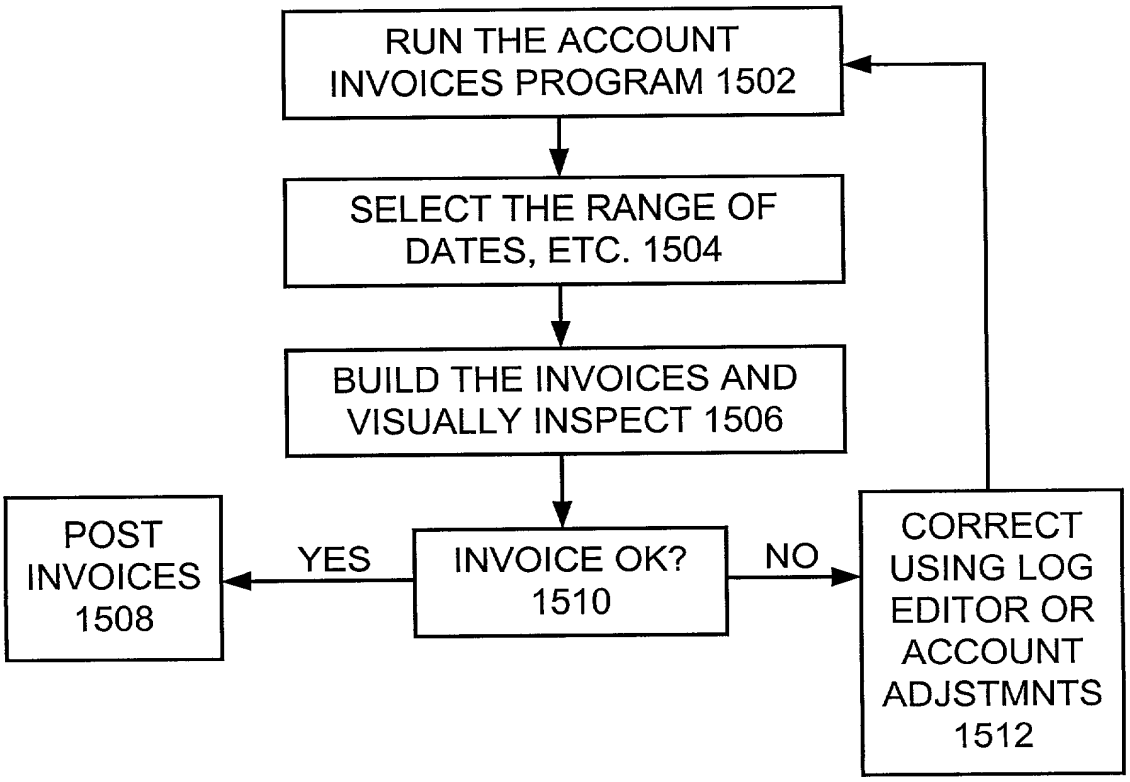
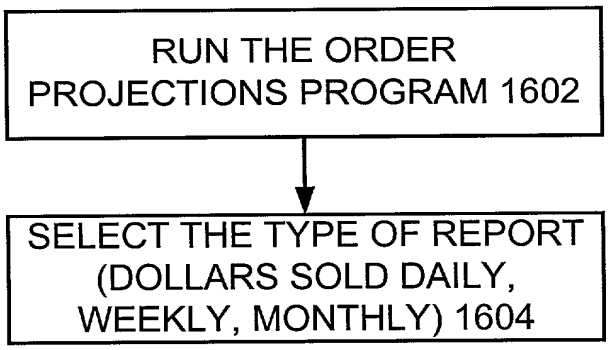


FIG. 16 PERFORMANCE REPORTS



A NETWORKED BROADCASTING SYSTEM WITH PROVISION FOR THE ADDITION OF ADVERTISEMENTS OR MESSAGES
Norman Feuer, et al.
Docket No. 042965/0104

FIG. 17 RICH AD SERVER

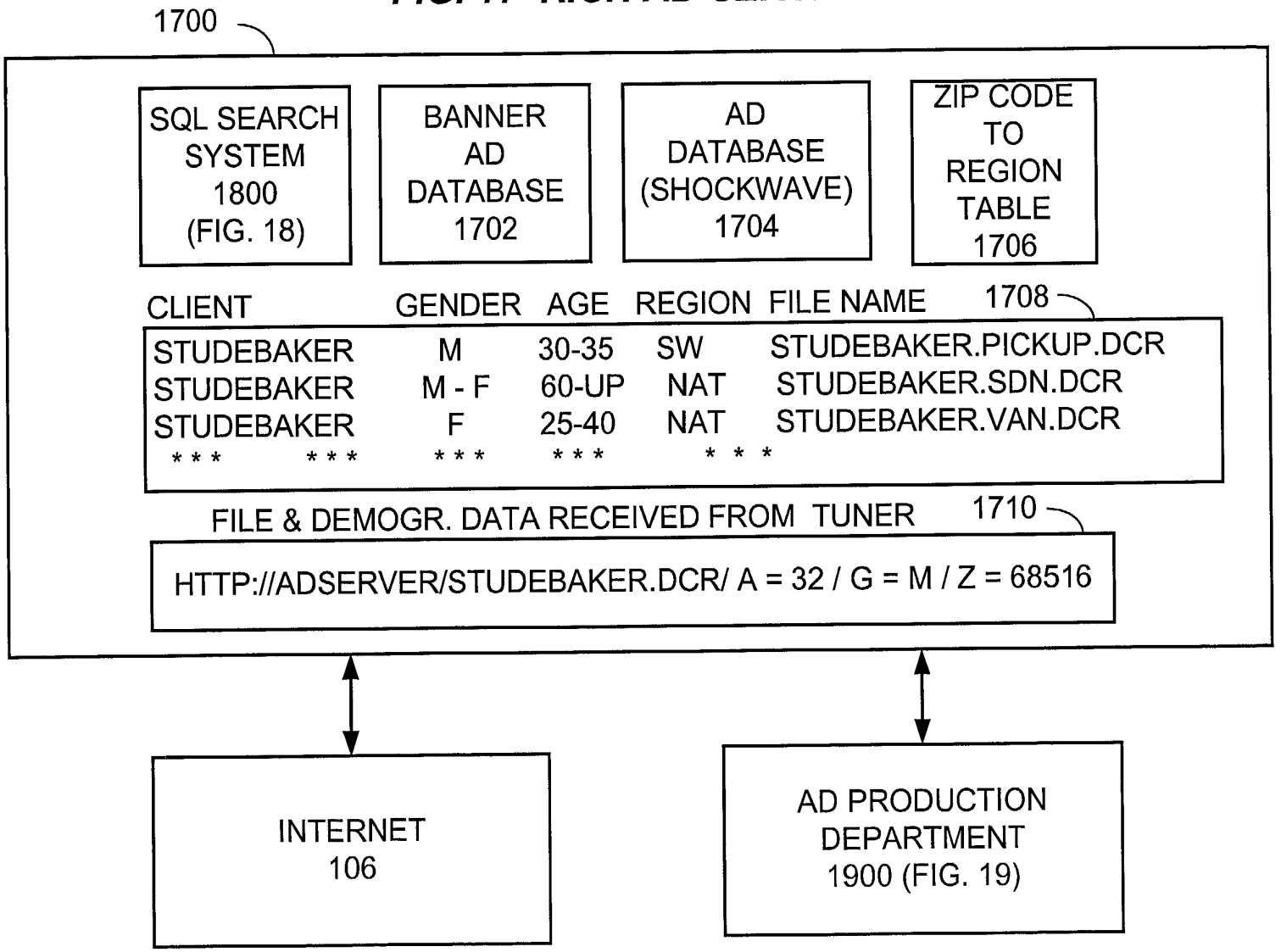


FIG. 18 RICH AD SEARCH SYSTEM 1800

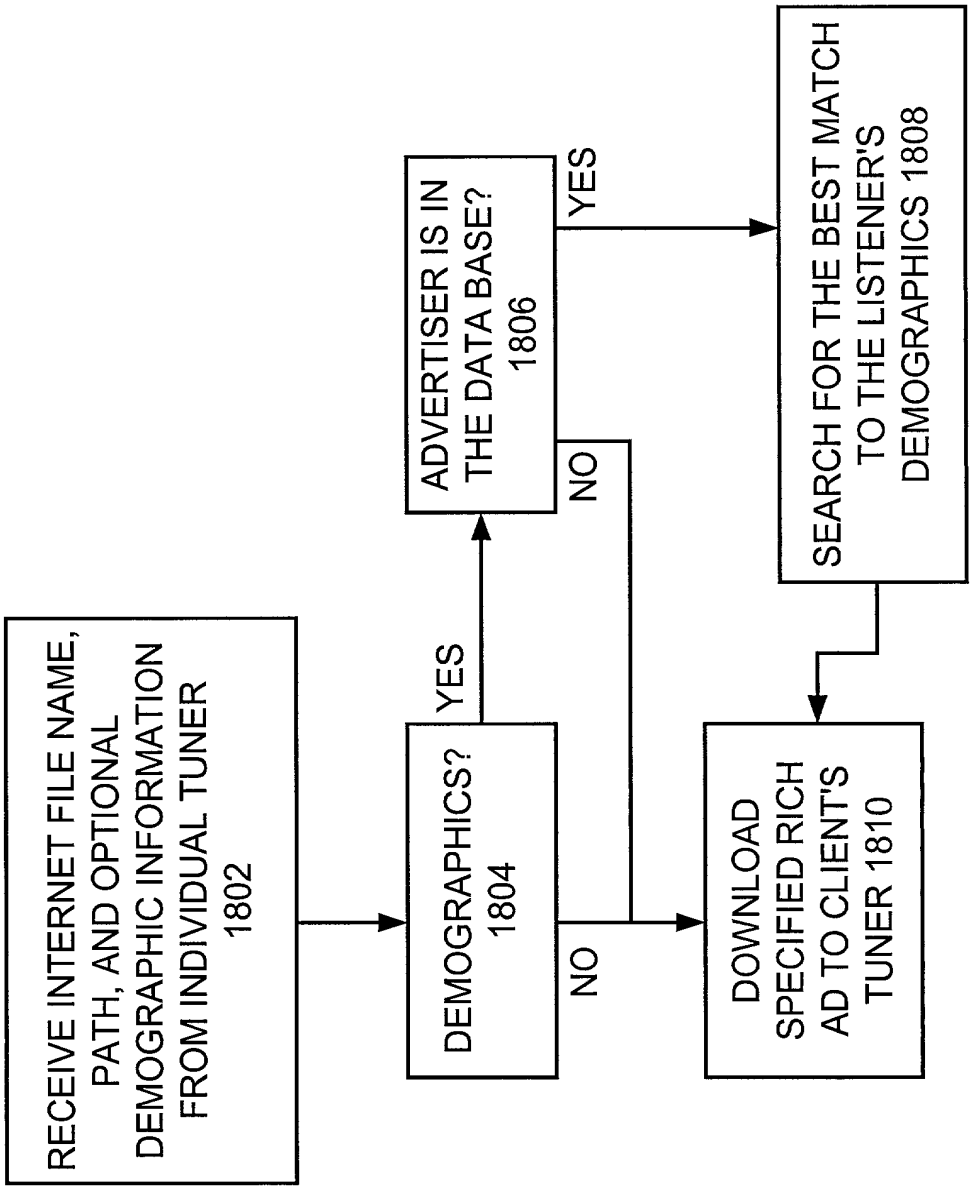


FIG. 19 AD PRODUCTION DEPT. 1900

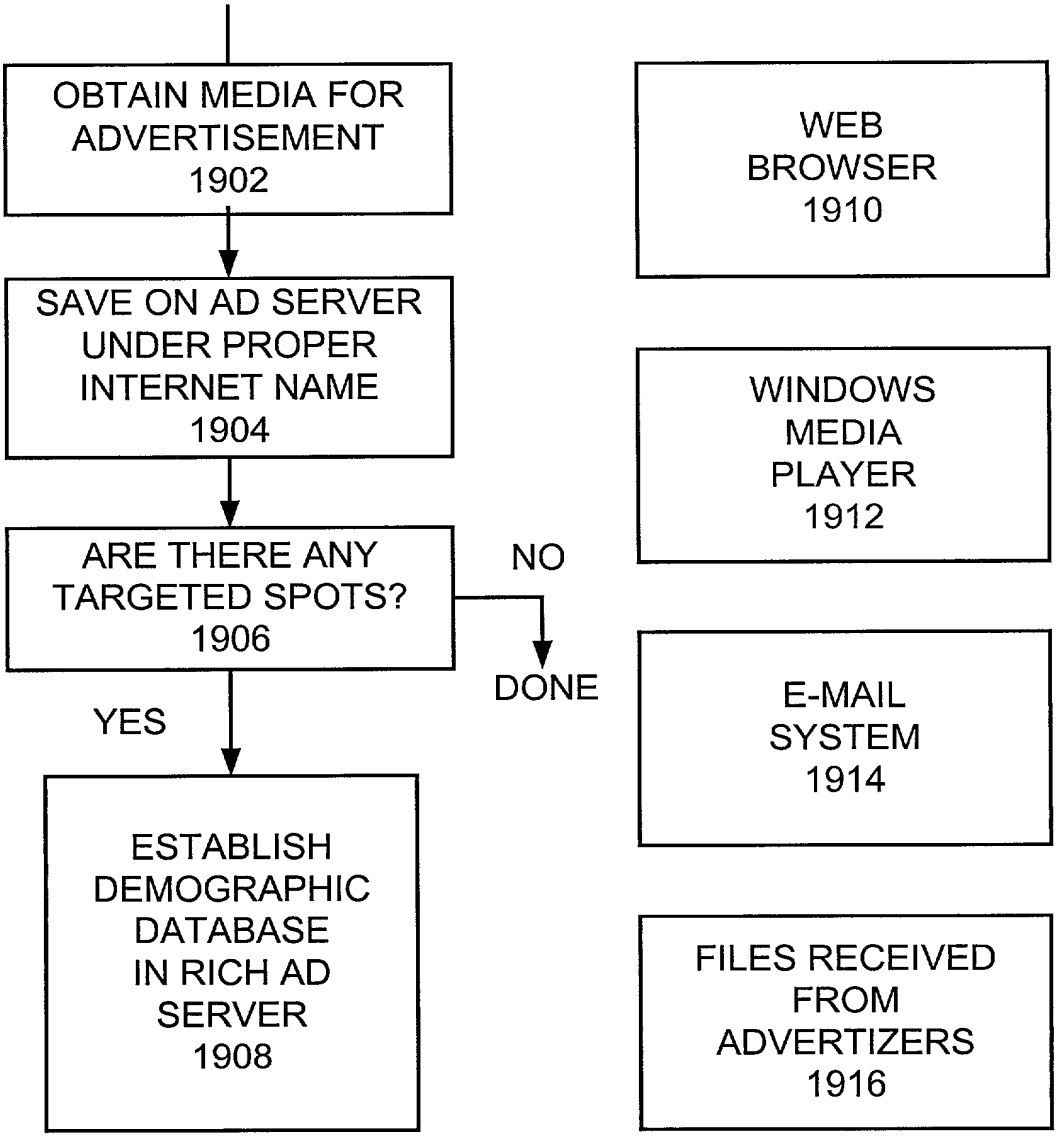


FIG. 20 TUNER STARTUP PROCEDURES 2000

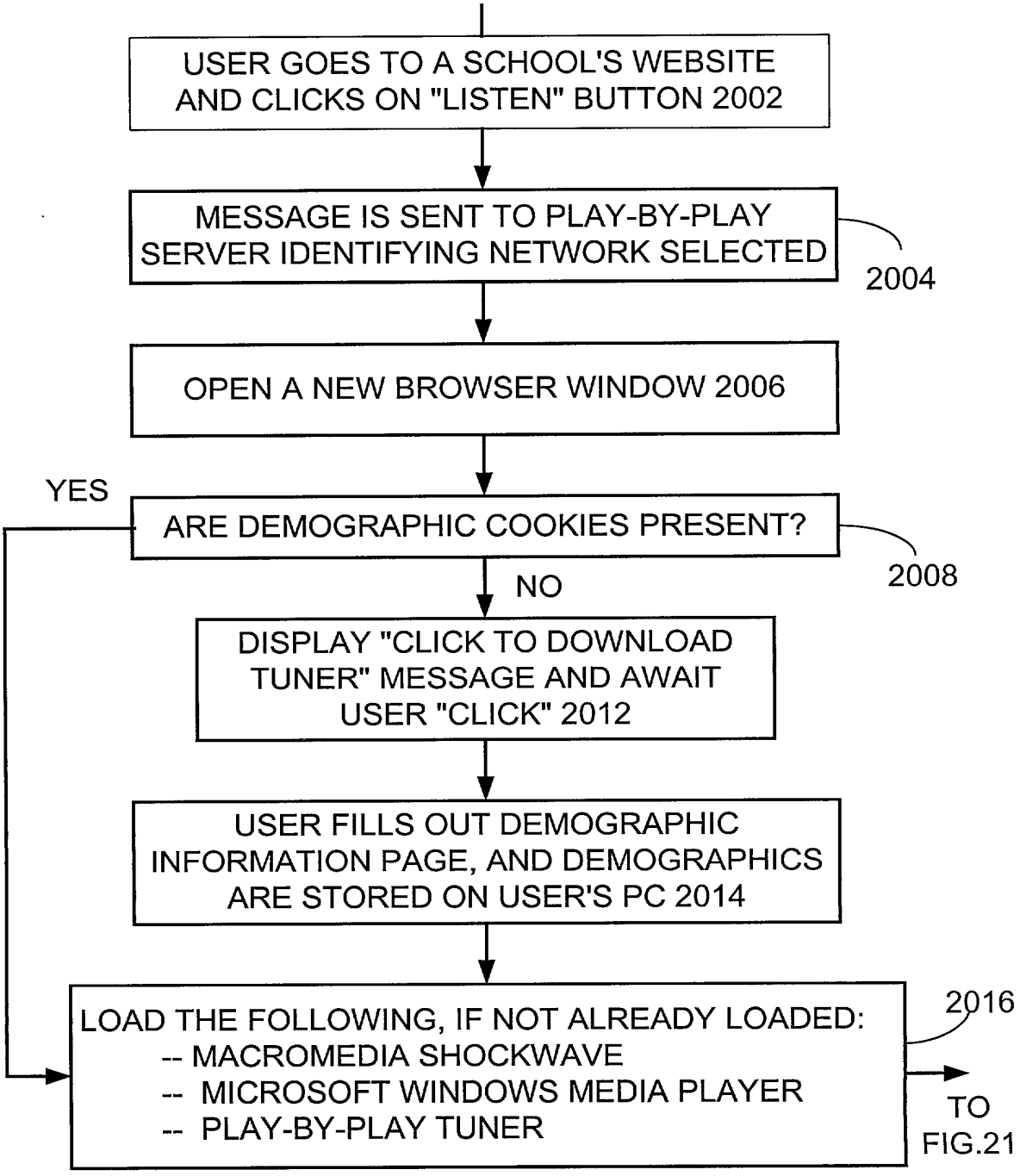


FIG. 21 TUNER STARTUP PROCEDURES 2000 (CONT.)

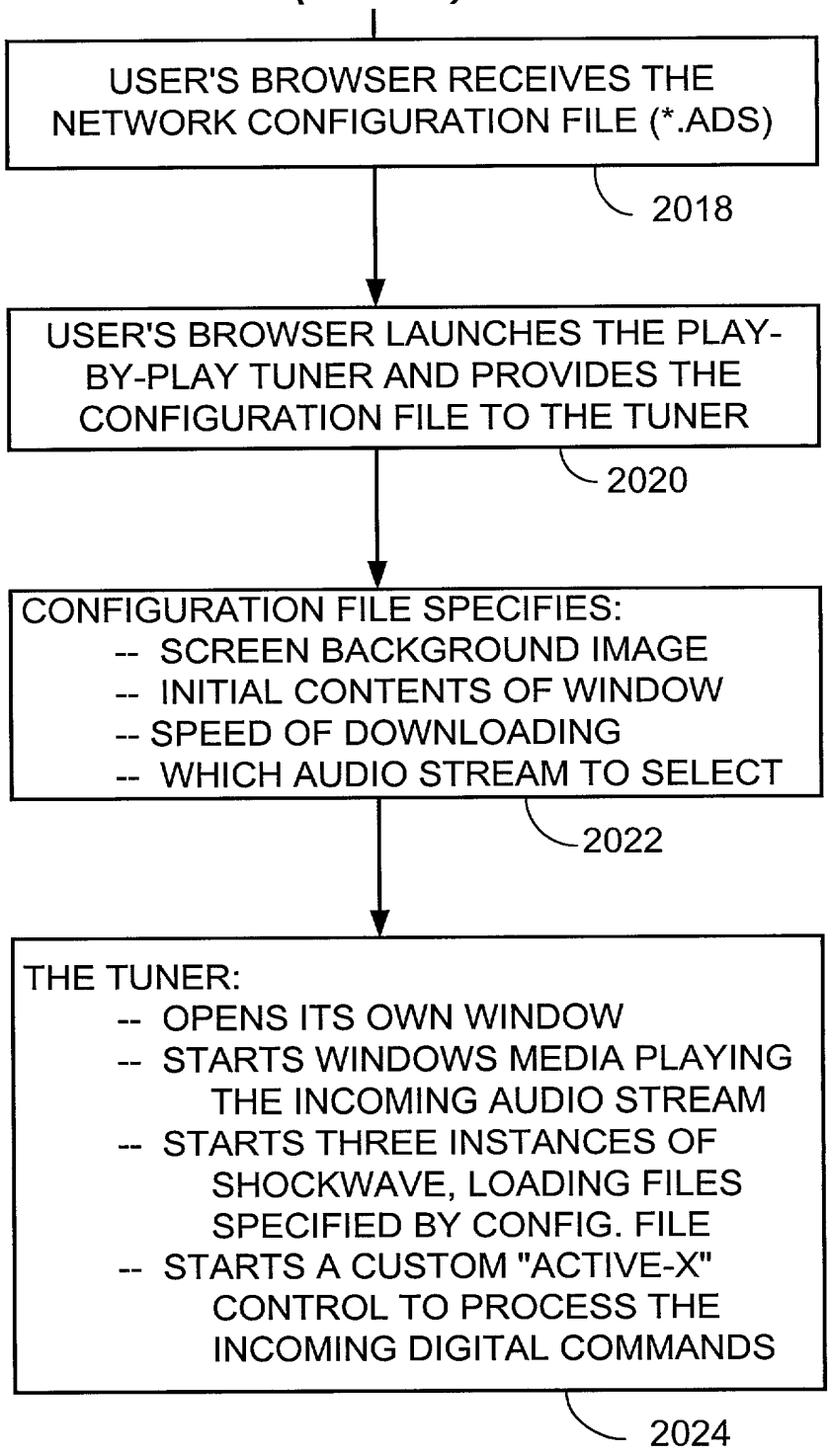


FIG. 22 TUNER OPERATION PROCEDURES 2200

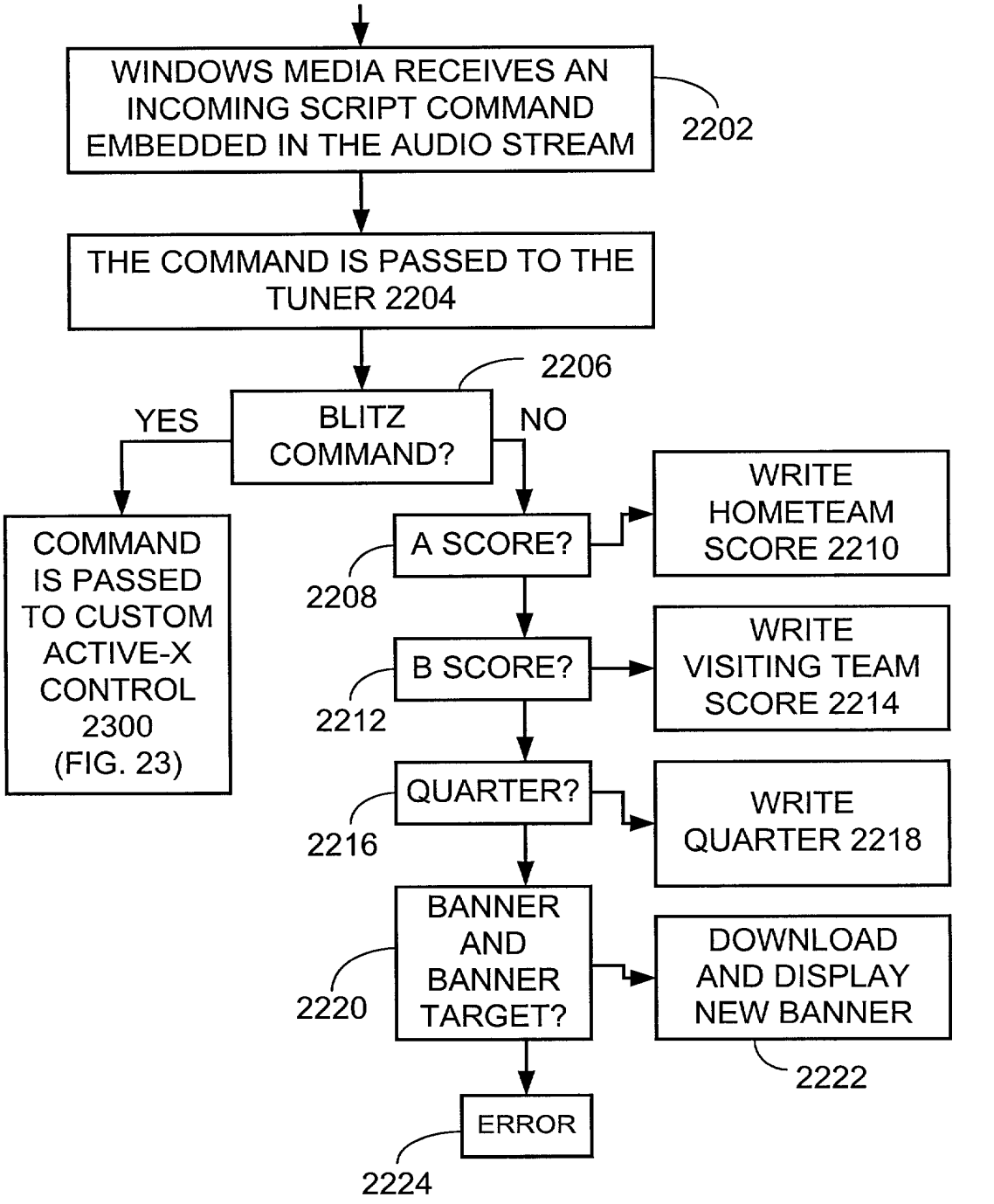


FIG. 23 TUNER ACTIVE-X CONTROL 2300

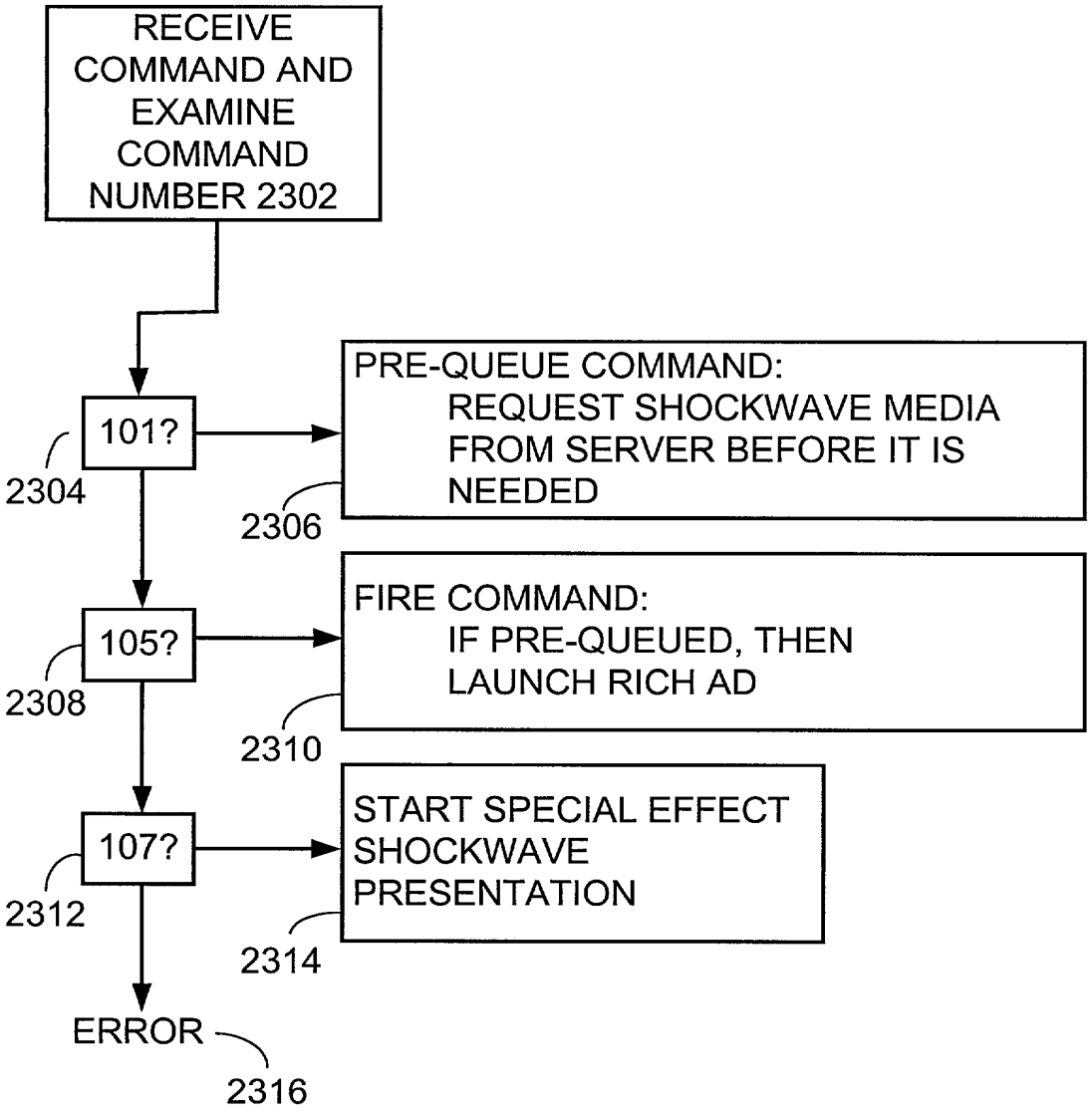


FIG. 24 THROTTLING DOWNLOADS 2400

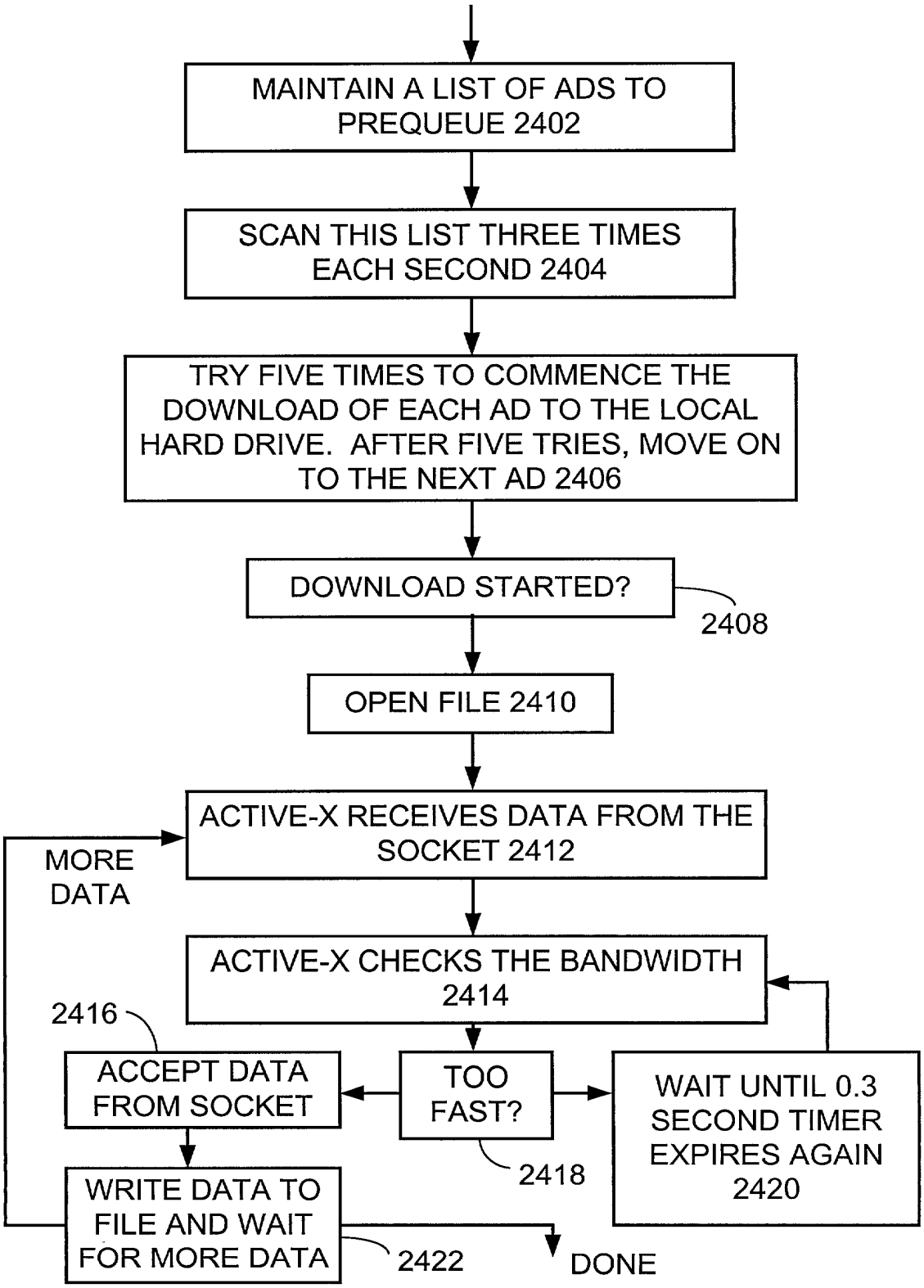


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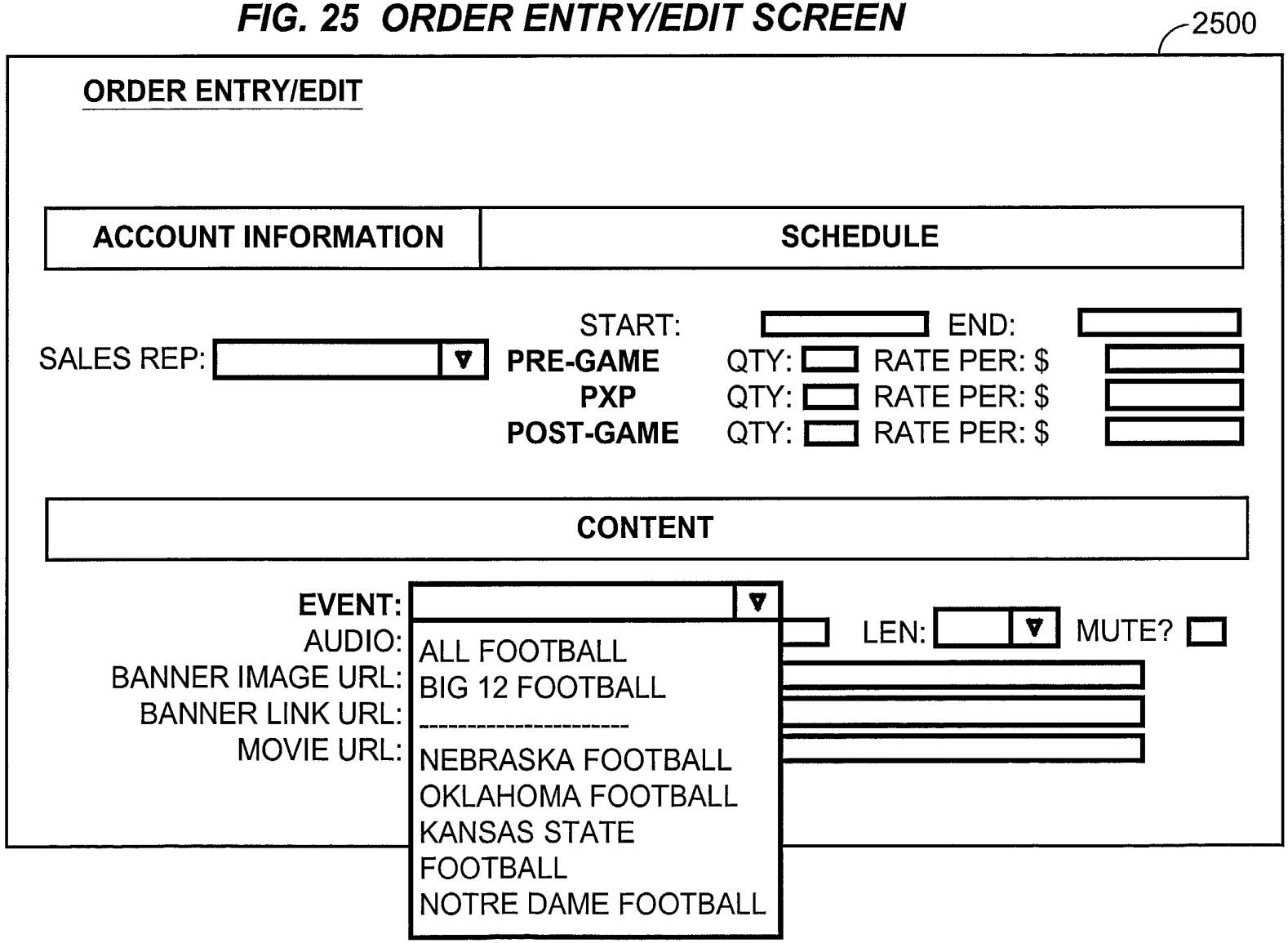
FIG. 25 ORDER ENTRY/EDIT SCREEN



TOTOSO" 2722860

FIG. 26 TUNER SCREEN -- COMPRESSED (TOOLBAR MODE)

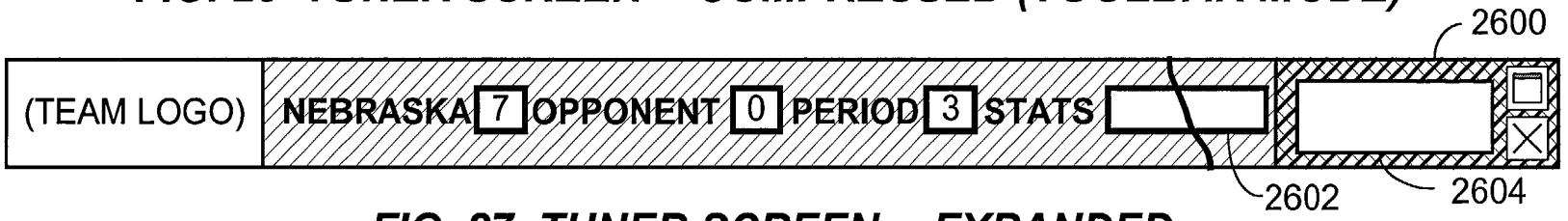
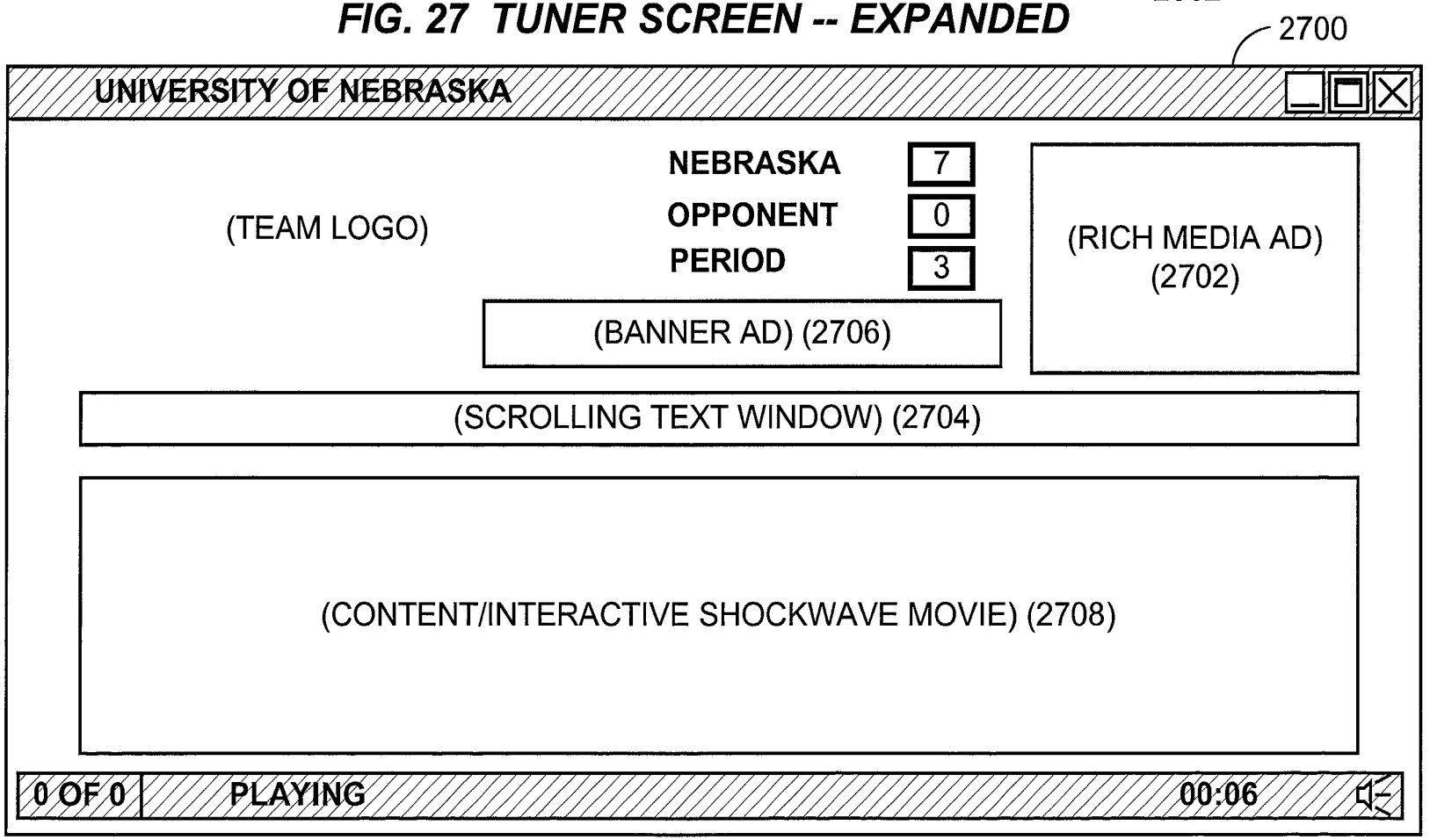



FIG. 27 TUNER SCREEN -- EXPANDED